Note for Alleyne-Chin, Trish

From: Bautista, Lisa (MS)

Date: Wed, Feb 9, 1994 13:35

Subject: VW'93 DM CELLS

To: Alleyne-Chin, Trish

File(s): DM-NO. OF ORDERS

Enclosed is the corrected count of responders placing n orders for each cell. FYI--the no. of unique responders for DM#1 is 34,059 and for DM#2 is 10,798. Adding up the cell count of responders DM#1 was 34,092 and DM#2 was 10,812 (refer to DM Summary). A difference of 33 for DM#1 and 14 for DM#2 (i.e., multiple responses).

It appears from the data that some responders belong to more than one cell -- this seems to imply that some responders received 2 mailings in say DM#1, as a cell 5 and as a cell 6, to cite an example.

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Source: https://www.industrydocuments.ucsf.edu/docs/gzgj0004